

EC'd Yes Last Received: 10/22/2012 1:04 PM Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMER 4 JOB SECURITY 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product AMERICANS FOR JOB SE ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 1251 Agency C/P1/P2/E 13/141/1251 Salesperson Phone# 215-567-6005
Buyer Noelle Ramsey Flight Dates 10/23/2012 - 11/01/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	F	6A-7A	WAVY NEWS-6A	:30	\$4,000.00	10/26-10/26	1	1	1	\$4,000.00	

Rating: 6.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*5	M	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/29-10/29	0	0	0	\$0.00
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Rating: 6.3

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*6	TU	6A-7A	WAVY NEWS-6A	:30	\$4,000.00	10/30-10/30	1	1	1	\$4,000.00
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Rating: 6.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*7	W	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/31-10/31	0	0	0	\$0.00
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Rating: 6.3

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*8	TH	6A-7A	WAVY NEWS-6A	:30	\$4,000.00	11/01-11/01	1	1	1	\$4,000.00
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Rating: 6.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*9	TU	7A-9A	TODAY SHW	:30	\$3,000.00	10/23-10/23	1	1	1	\$3,000.00
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Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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*10 W 7A-9A TODAY SHW :30 \$2,000.00 10/24-10/24 0 0 0 \$0.00
Rating: 6.7

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*11 TH 7A-9A TODAY SHW :30 \$3,000.00 10/25-10/25 1 1 1 \$3,000.00
Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*12 F 7A-9A TODAY SHW :30 \$2,000.00 10/26-10/26 0 0 0 \$0.00
Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*13 M 7A-9A TODAY SHW :30 \$3,000.00 10/29-10/29 1 1 1 \$3,000.00
Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*14 TU 7A-9A TODAY SHW :30 \$2,000.00 10/30-10/30 0 0 0 \$0.00
Rating: 6.7

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

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*15 W 7A-9A TODAY SHW :30 \$3,000.00 10/31-10/31 1 1 1 \$3,000.00
Rating: 6.7
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*16 TH 7A-9A TODAY SHW :30 \$2,000.00 11/01-11/01 0 0 0 \$0.00
Rating: 6.7
Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*17 SA 7A-8A WAVY NWS SAT7A :30 \$1,500.00 10/27-10/27 1 1 1 \$1,500.00
Rating: 5.5
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*18 SU 6A-7A WAVY NWS SUN6A :30 \$1,000.00 10/28-10/28 1 1 1 \$1,000.00
Rating: 4.1
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*19 TU 10A-11A TODAY SHW3-NBC :30 \$400.00 10/23-10/23 0 0 0 \$0.00
Rating: 2.6
Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*20 W 10A-11A TODAY SHW3-NBC :30 \$1,000.00 10/24-10/24 1 1 1 \$1,000.00
Rating: 2.6
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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*21 TH 10A-11A TODAY SHW3-NBC :30 \$400.00 10/25-10/25 0 0 0 \$0.00
Rating: 2.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*22 F 10A-11A TODAY SHW3-NBC :30 \$1,000.00 10/26-10/26 1 1 1 \$1,000.00
Rating: 2.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*23 M 10A-11A TODAY SHW3-NBC :30 \$400.00 10/29-10/29 0 0 0 \$0.00
Rating: 2.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*24 TU 10A-11A TODAY SHW3-NBC :30 \$1,000.00 10/30-10/30 1 1 1 \$1,000.00
Rating: 2.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*25 W 10A-11A TODAY SHW3-NBC :30 \$400.00 10/31-10/31 0 0 0 \$0.00
Rating: 2.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

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*26 TH 10A-11A TODAY SHW3-NBC :30 \$1,000.00 11/01-11/01 1 1 1 \$1,000.00
Rating: 2.6
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*27 TU 2P-3P DOCTORS< :30 \$300.00 10/23-10/23 1 1 1 \$300.00
Rating: 1.0

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed
*28 W 2P-3P DOCTORS< :30 \$200.00 10/24-10/24 0 0 0 \$0.00
Rating: 1.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed
*29 TH 2P-3P DOCTORS< :30 \$300.00 10/25-10/25 1 1 1 \$300.00
Rating: 1.0

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed
*30 F 2P-3P DOCTORS< :30 \$200.00 10/26-10/26 0 0 0 \$0.00
Rating: 1.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed
*31 M 2P-3P DOCTORS< :30 \$300.00 10/29-10/29 1 1 1 \$300.00
Rating: 1.0

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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*32 TU 2P-3P DOCTORS< :30 \$200.00 10/30-10/30 0 0 0 \$0.00
Rating: 1.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*33 W 2P-3P DOCTORS< :30 \$300.00 10/31-10/31 1 1 1 \$300.00
Rating: 1.0

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*34 TH 2P-3P DOCTORS< :30 \$200.00 11/01-11/01 0 0 0 \$0.00
Rating: 1.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*35 TU 3P-4P MAURY POVICH< :30 \$450.00 10/23-10/23 0 0 0 \$0.00
Rating: 2.1

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*36 W 3P-4P MAURY POVICH< :30 \$500.00 10/24-10/24 1 1 1 \$500.00
Rating: 2.1

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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	*37	TH	3P-4P	MAURY POVICH<	:30	\$450.00	10/25-10/25	0	0	0	\$0.00	
Rating: 2.1												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed
Rating: 2.1

	*38	F	3P-4P	MAURY POVICH<	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
Rating: 2.1												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed
Rating: 2.1

	*39	M	3P-4P	MAURY POVICH<	:30	\$450.00	10/29-10/29	0	0	0	\$0.00	
Rating: 2.1												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed
Rating: 2.1

	*40	TU	3P-4P	MAURY POVICH<	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
Rating: 2.1												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed
Rating: 2.1

	*41	W	3P-4P	MAURY POVICH<	:30	\$450.00	10/31-10/31	0	0	0	\$0.00	
Rating: 2.1												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed
Rating: 2.1

	*42	TH	3P-4P	MAURY POVICH<	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
Rating: 2.1												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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*43 TU 530P-6P WAVY10NWS-5.30<
Rating: 5.8
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*44 W 530P-6P WAVY10NWS-5.30<
Rating: 5.8
Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*45 TH 530P-6P WAVY10NWS-5.30<
Rating: 5.8
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*46 F 530P-6P WAVY10NWS-5.30<
Rating: 5.8
Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*47 M 530P-6P WAVY10NWS-5.30<
Rating: 5.8
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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*48 TU 530P-6P WAVY10NWS-5.30< :30 \$1,500.00 10/30-10/30 0 0 0 \$0.00
Rating: 5.8

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*49 W 530P-6P WAVY10NWS-5.30< :30 \$2,500.00 10/31-10/31 1 1 1 \$2,500.00
Rating: 5.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*50 TH 530P-6P WAVY10NWS-5.30< :30 \$1,500.00 11/01-11/01 0 0 0 \$0.00
Rating: 5.8

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*51 TU 6P-630P WAVY NEWS10-6< :30 \$3,000.00 10/23-10/23 1 1 1 \$3,000.00
Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*52 W 6P-630P WAVY NEWS10-6< :30 \$3,000.00 10/24-10/24 1 1 1 \$3,000.00
Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*53 TH 6P-630P WAVY NEWS10-6< :30 \$3,000.00 10/25-10/25 1 1 1 \$3,000.00
Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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*54 F 6P-630P WAVY NEWS10-6< :30 \$2,000.00 10/26-10/26 0 0 0 \$0.00
Rating: 7.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*55 M 6P-630P WAVY NEWS10-6< :30 \$3,000.00 10/29-10/29 1 1 1 \$3,000.00
Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*56 TU 6P-630P WAVY NEWS10-6< :30 \$3,000.00 10/30-10/30 1 1 1 \$3,000.00
Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*57 W 6P-630P WAVY NEWS10-6< :30 \$3,000.00 10/31-10/31 1 1 1 \$3,000.00
Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*58 TH 6P-630P WAVY NEWS10-6< :30 \$3,000.00 11/01-11/01 1 1 1 \$3,000.00
Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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*59 SU 6P-7P WAVY NW10 SUN1 :30 \$1,500.00 10/28-10/28 1 1 1 \$1,500.00
Rating: 3.2
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*60 TU 7P-730P ENT TONIGHT 30< :30 \$2,000.00 10/23-10/23 1 1 1 \$2,000.00
Rating: 4.8
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*61 W 7P-730P ENT TONIGHT 30< :30 \$1,500.00 10/24-10/24 0 0 0 \$0.00
Rating: 4.8
Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*62 TH 7P-730P ENT TONIGHT 30< :30 \$2,000.00 10/25-10/25 1 1 1 \$2,000.00
Rating: 4.8
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*63 F 7P-730P ENT TONIGHT 30< :30 \$2,000.00 10/26-10/26 1 1 1 \$2,000.00
Rating: 4.8
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*64 M 7P-730P ENT TONIGHT 30< :30 \$2,000.00 10/29-10/29 1 1 1 \$2,000.00
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Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---

*65 TU 7P-730P ENT TONIGHT 30< :30 \$2,000.00 10/30-10/30 1 1 1 \$2,000.00
Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*66 W 7P-730P ENT TONIGHT 30< :30 \$1,500.00 10/31-10/31 0 0 0 \$0.00
Rating: 4.8

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*67 TH 7P-730P ENT TONIGHT 30< :30 \$2,000.00 11/01-11/01 1 1 1 \$2,000.00
Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

--REPORT TOTALS--

Report Totals: 40 / \$82,200.00

--SALES MONTHLY TOTALS--

Oct 12: 21 / \$41,600.00 Nov 12: 19 / \$40,600.00
Sales Totals: 40 / \$82,200.00
Station Totals: 40 / \$82,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals \$293,571 CATV 0% WAVY 28% WGNT 2% WPXV 0% WTKR 27%
WTVZ 3% WVBT 5% WVEC 35%

--COMPETITIVE COMMENTS--

Last Received: 10/22/2012 1:04 PM

Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () .AMER 4 JOB SECURITY

Product AMERICANS FOR JOB SE

Estimate# 1251

Buyer Noelle Ramsey

Phone#

Fax#

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 13/141/1251

Flight Dates 10/23/2012 - 11/01/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK --
CASH IN ADVANCE